







Rep Order# 6847273 Ver# 3 Status Revised Traffic Order# Printed: 10/08/2012 9:00 AM 4 of 9  
 EC'd Yes Last Received: 10/05/2012 4:50 PM  
 Showing Buylines: All Lines

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Traffic Order#

Ver# 3 Status Revised

6847273

Rep Order# EC'd Yes

**Station** WAVY-TV NORFOLK, VA.

Advertiser ( ) N.R.C.C. IE

Product N.R.C.C. IE

Estimate# 2964

**Buyer** Tracey Robinson

**Phone**

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm

& PLACEMENT, 815 SLATER LANE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2964

**Flight Dates** 10/26/2012 - 11/06/2012

## Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	*24	TU	9A-10A	TODAY SHW2	:30	\$300.00	10/30-10/30	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*25	W	9A-10A	TODAY SHW2	:30	\$300.00	10/31-10/31	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*26	F	9A-10A	TODAY SHW2	:30	\$300.00	11/02-11/02	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*27	M	9A-10A	TODAY SHW2	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
Rating: 2.5												
V3 Cancelled												
	*28	F	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/26-10/26	0	0	0	\$0.00	
Rating: 1.9												
V3 Cancelled												
	*29	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/29-10/29	0	0	0	\$0.00	
Rating: 1.9												
V3 Cancelled												
	*30	TU	12P-1P	WAVY NEWS10-NN	:30	\$150.00	10/30-10/30	0	0	0	\$0.00	
Rating: 1.9												
V3 Cancelled												
	*31	TH	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/01-11/01	0	0	0	\$0.00	
Rating: 1.9												
V3 Cancelled												
	*32	M	12P-1P	WAVY NEWS10-NN	:30	\$150.00	11/05-11/05	0	0	0	\$0.00	
Rating: 1.9												
V3 Cancelled												



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**Flight Dates** 10/26/2012 - 11/06/2012

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Salesperson ( ) ANJIE BRADY

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-567-5938

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	*41	TH	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/01-11/01	0	0	0	\$0.00	
Rating: 6.4												
V3 Cancelled												
	*42	M	6P-630P	WAVY NEWS10-6	:30	\$1,000.00	11/05-11/05	0	0	0	\$0.00	
Rating: 6.4												
V3 Cancelled												
	*43	SA	6P-630P	WAVY NEWS10-6	:30	\$350.00	10/27-10/27	0	0	0	\$0.00	
Rating: 4.1												
V3 Cancelled												
	*44	SU	6P-7P	WAVY NEWS10-6	:30	\$350.00	10/28-10/28	0	0	0	\$0.00	
Rating: 5.7												
V3 Cancelled												
	*45	SU	6P-7P	WAVY NEWS10-6	:30	\$350.00	11/04-11/04	0	0	0	\$0.00	
Rating: 5.7												
V3 Cancelled												
	*46	F	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/26-10/26	0	0	0	\$0.00	
Rating: 4.9												
V3 Cancelled												
	*47	TU	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/30-10/30	0	0	0	\$0.00	
Rating: 4.9												
V3 Cancelled												
	*48	W	7P-730P	ENT TONIGHT 30	:30	\$600.00	10/31-10/31	0	0	0	\$0.00	
Rating: 4.9												
V3 Cancelled												
	*49	TH	7P-730P	ENT TONIGHT 30	:30	\$600.00	11/01-11/01	0	0	0	\$0.00	
Rating: 4.9												
V3 Cancelled												







Station WAVY-TV NORFOLK, VA.    Agency (    ) NATIONAL MEDIA RESEARCH PLANNING Rep Firm    Sales Office (    ) PHILADELPHIA

Advertiser (    ) N.R.C.C. IE    & PLACEMENT, 815 SLATER LANE    Salesperson (    ) ANJIE BRADY

Product N.R.C.C. IE    ALEXANDRIA, VA 22314

Estimate# 2964    Agency C/P1/P2/E 155/426/2964

Buyer Tracey Robinson    Flight Dates 10/26/2012 - 11/06/2012    Salesperson Phone# 215-567-6005

Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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*66	M		1135P-1235A	TONITE SHW	:30	\$300.00	11/05-11/05	0	0	0	\$0.00	
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Rating: 2.9    V3 Cancelled

*67	SA		1130P-1A	SAT NITE LIVE	:30	\$500.00	11/03-11/03	0	0	0	\$0.00	
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Rating: 4.8    V3 Cancelled

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Oct 12: 0 / \$0.00    Nov 12: 0 / \$0.00

Sales Totals: 0 / \$0.00

Station Totals: 0 / \$0.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$0	CATV 0%	WAVY 48%	WGNT 3%	WPXV 0%	WTKR 11%
		WTVZ 4%	WVBT 15%	WVEC 19%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books MAY12, NOV11, ENOV12

Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE